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Phoenix Public Relations Professional Group Announces 2015 Copper Anvil Award Winners

PRSA Phoenix also announced Phoenix, Percy award winners and Student Scholarship winners

PHOENIX – Sept. 4, 2015 -- The [Public Relations Society of America \(PRSA\) Phoenix Chapter](#) awarded 56 awards during its annual Copper Anvil Awards, a program that recognizes outstanding public relations tactics and campaigns that reflect the highest standards of performance in public relations. During the event, themed "*Showcasing the Best in PR*" on Sept. 3, two additional awards of recognition and two student scholarships were presented.

The PRSA Phoenix Chapter awarded **Patrick Banger**, the Town Manager for Gilbert, Arizona, with the prestigious Phoenix Award, which recognizes a CEO, business leader or community leader who has elevated the best practices of public relations. The Chapter has only bestowed the Phoenix Award 19 times in its history, including last year's winner Kimber Lanning, founder of Local First Arizona.

The Phoenix Chapter also awarded **Kelly Taft, APR**, Communications Manager for the Maricopa Association of Governments with the Percy Award. The award honors a professional who has demonstrated excellence in the practice of public relations, is an active supporter of PRSA Phoenix, and had made positive contributions to the Phoenix community. Since 1960, this prestigious award has been awarded to 37 Valley PR practitioners.

Jillian Carapella, a sophomore at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University, and **Devin Ortlieb**, a senior majoring in Strategic Communications with a concentration in Public Relations and Advertising at Northern Arizona University, each received the chapter's annual Student Scholarships in the amount of \$1,000 each.

Of the 56 awards given, 27 were Copper Anvil Awards and 29 were Award of Merits. While both awards recognize excellence in public relations, the Copper Anvil Award is the highest honor bestowed by PRSA Phoenix followed by the Award of Merit. Finalists and award type are determined by the final point score given by the judging chapter.

2015 Copper Anvil Award winners:

- **Community Relations:** Arizona Diamondbacks - *D-Backs Give Back Jersey Program*
- **Community Relations:** Blue Cross Blue Shield of Arizona - *75th Anniversary*
- **Community Relations:** Honoring Arizona's Veterans and Pedene Public Relations - *Phoenix Veterans Day Parade Honors Arizona Veterans*
- **Crisis Communications:** Arizona Department of Emergency & Military Affairs - *Have Their Backs*
- **Digital/Social Media:** Gilbert, Arizona - *Standing Out from the Crowd at BIO International*
- **Digital/Social Media:** Off Madison Ave and Arizona Office of Tourism - *Arizona Office of Tourism Digital Social Campaign*
- **External Communications:** Havas PR North America and Fox Restaurant Concepts - *Onward and Outward for Fox Restaurant Concepts' Brand*
- **External Communications:** Off Madison Ave and Phoenix Art Museum - *Hollywood Costume Media Relations Campaign*
- **Innovation & Technology:** Honeywell - *Honeywell Aerospace "Aero In Action" Newscast*
- **Integrated Communications:** Allison+Partners and Dignity Health – *Dignity Health Turning a Sponsorship into a Movement*

- **Integrated Communications:** Allison+Partners and Healthways SilverSneakers - *Sharing Member Stories through the Swanson Award*
- **Integrated Communications:** Gordon C. James Public Relations - *Clearing the Shelters - How Nearly 2,000 Animals Were Adopted in Two Days*
- **Integrated Communications:** Off Madison Ave and Arizona Office of Tourism - *Arizona Office of Tourism Summer Campaign*
- **Integrated Communications:** Society of St. Vincent de Paul - *Be a Summer Action Hero Campaign*
- **Internal Communications:** Blue Cross Blue Shield of Arizona - *75th Anniversary*
- **Publication: Newsletter/Magazine, Print:** Havas PR North America - *"Mi Casa" Tells the New American Story*
- **Publicity/Promotion: Editorial/Op Ed:** Allstate Insurance Company - *Teen Safe Driving Op Ed*
- **Publicity/Promotion: Feature Story:** HMA Public Relations - *Playing It Forward*
- **Publicity/Promotion: Media Kits:** Girl Scouts–Arizona Cactus-Pine Council – *Girl Scout Cookie Media Kit*
- **Special Events: One to Seven Days:** Allison+Partners and Lexus - *New Lexus RC and RCF Launch to Media with Vice-Filled New Orleans Experience*
- **Special Events: One to Seven Days:** Allison+Partners and Progressive Insurance - *Keys to Progress: 58 Cities, 117 Vehicles and One Day To Help Veterans In Need*
- **Special Events: One to Seven Days:** Decibel Blue Creative Marketing & PR - *Pita Jungle 2014 Empty Bowls Bene-fete for Waste Not*
- **Special Events: One to Seven Days:** Gilbert, Arizona - *Digital State of the Town Premiere*
- **Special Events: One to Seven Days:** Humana - *Humana Touches Down with Wounded Warrior Amputee Football Team*
- **Special Events: More Than Seven Days:** Blue Cross Blue Shield of Arizona - *75th Anniversary*
- **Special Events: More Than Seven Days:** HMA Public Relations - *Girl Scout Cookie Dessert Challenge*
- **Special Events: More Than Seven Days:** Town of Queen Creek - *25th Anniversary*

2015 Award of Merit winners:

- **Community Relations:** Allstate Insurance Company - *Water Watcher Campaign*
- **Community Relations:** BIG YAM, The Parsons Agency - *Superstition Mountain Golf & Country Club 2014 PR Campaign*
- **Community Relations:** InView Communications and AT&T - *AT&T Data Demand*
- **Digital/Social Media:** Allison+Partners and Best Western International - *Redirect and Refresh: Breathing New Life into Best Western's YouMustBeTrippin.com Travel Blog*
- **Digital/Social Media:** RIESTER and Arizona Department of Health Services, Bureau of Tobacco and Chronic Disease - *STAND (Student Taking a New Direction) - "Voyage Trekkers to the Rescue"*
- **External Communications:** AAA Arizona - *"I'm sorry, I didn't get that": Voice-activated Features Lead to Dangerous Distractions*
- **External Communications:** Allison+Partners and American Auction Co. - *Phoenix-Based Company Takes Western Auctions Overseas, Introduces New Products to Chinese Consumers*
- **External Communications:** Allstate Insurance Company - *Allstate Reality Rides Campaign*
- **External Communications:** Castelazo Content - *White Paper-Centered Communications Campaign Generates Leads & Brand Awareness*
- **External Communications:** Decibel Blue Creative Marketing & PR - *NextCare Urgent Care Halloween Campaign 2014*
- **External Communications:** Fingerpaint and Southern Rail - *Southern Rail: The First Year*
- **External Communications:** ICAN: Positive Programs for Youth - *CEO Insider*
- **External Communications:** Off Madison Ave and National Academy of Sports Medicine - *National Academy of Sports Medicine PR Campaign*
- **External Communications:** The James Agency - *Portland on the Park Launch Campaign*
- **Internal Communications:** Allstate Insurance Company - *Ring to Retain*

- **Internal Communications:** Girl Scouts–Arizona Cactus-Pine Council - *Staff Engagement Program - Cookies 2014*
- **Multicultural Communications:** Allison+Partners and American College of Chest Physicians (CHEST) Foundation & Sunovion Pharmaceuticals, Inc. - *Tome Un Respiro: Lung Health Awareness in the Hispanic Community*
- **Multicultural Communications:** Havas PR North America and JCPenney - *JCPenney: ¡Feliz Mes de la Herencia Hispana!*
- **Public Affairs:** Fingerpaint and Maricopa Association of Governments - *Don't Trash Arizona Rollout for New Messaging and Creative*
- **Publications:** Annual Report: Delta Dental of Arizona - *Exploring the Mouth-Body Connection*
- **Publicity/Promotion: Editorial/Op Ed:** Havas PR North America - *Tucson Values Teachers: Educating Readers About the State of Teaching*
- **Publicity/Promotion: Feature Story:** Moses Inc. and Grand Canyon Association - *Hiking Grand Canyon for a Grand Cause*
- **Publicity/Promotion: News Release:** Honoring Arizona's Veterans and Pedene Public Relations - *HAV Parade Offers a Tribute to Heroes - Duty, Honor and Sacrifice*
- **Publicity/Promotion: Public Service Announcement:** American Traffic Solutions - *Bethel Schools Crossing Guard PSA*
- **Special Events: Groundbreaking/Grand Opening:** Allison+Partners and Toyota North America - *Hello Texas! Toyota Gives Hearty Thanks for Rolling Out the Welcome Wagon*
- **Special Events: Groundbreaking/Grand Opening:** Havas PR North America and Fox Restaurant Concepts - *Juicing the Launch of Juby True, a New Local Foodie Spot*
- **Special Events: More Than Seven Days:** IKEA - *IKEA and the Arizona Humane Society Team Up to Help Make Your House a Home*
- **Special Events: One to Seven Days:** Decibel Blue Creative Marketing & PR - *Arizona Gives Day 2015*
- **Special Events: Other:** Havas PR North America and University of Arizona Indigenous Peoples Law and Policy Program - *Huerta Scholarship: The First Hour For The First Americans*

The Phoenix Chapter also recognized the Girl Scouts–Arizona Cactus-Pine Council's Publicity/Promotion: Media Kits entry with the coveted Judges' Award, which is presented to the campaign or tactic that the reciprocating judging chapter felt best defined public relations excellence.

The event was made possible by annual chapter sponsors, APS, News Exposure and Strong Design, in addition to event sponsors AAA Arizona, Blue Cross Blue Shield of Arizona, ClearComm Consulting, CO+HOOTS, eeko studio, Iris PR Software and R&R Partners.

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About PRSA Phoenix

The Public Relations Society of America (PRSA) is the largest and most prominent organization dedicated to the professional development and advocacy of public relations practitioners. Founded in 1961, the Phoenix chapter is one of the largest in the nation, serving more than 300 PR and communications professionals in a variety of industries. PRSA Phoenix offers its members opportunities to advance their careers through events, awards programs, accreditation and a variety of skill-building resources. A 15-member board of directors governs the chapter. For more information on PRSA Phoenix visit www.phoenixprsa.org.